# 2019 PROTON Persona

## 5 Star Proven Safety

The 2019 PROTON Persona is designed with a maximum 5 Star ASEAN NCAP rating across all segments. This prestigious award from APACNCAP is the region’s highest accolade for vehicles and demonstrates the car’s commitment to safety. The system is designed to offer advanced safety features, providing peace of mind for drivers and passengers.

### Key Safety Features

- **5 Star ASEAN NCAP Rating**
- **Hill-Hold Assist (HHA)**
- **EPS (Electronic Power Steering)**
- **ESC (Electronic Stability Control)**
- **TCS (Traction Control System)**
- **Side Airbags**
- **Front Airbags**
- **Front & Rear Seat Belt Pretensioners**
- **Anti-lock Braking System (ABS)**
- **Electronic Brakeforce Distribution (EBD)**
- **Brake Assist (BA)**
- **Electronic Stability Control (ESC)**

### Additional Safety Features

- **Front and Rear Parking Sensors**
- **Front and Rear Park Assist System**
- **Rear-View Camera**
- **Speed Limiter**
- **Side-impact Protection**
- **Passenger Airbag Deactivation**

### Other Features

- **5 Years Warranty & 5 Years Roadside Assistance**
- **5 Years Data Package**
- **3 Years Collision Technology Insurance**

## Specifications

### Key Specifications

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engine Type</td>
<td>1.6L Petrol, Naturally Aspirated (103 HP, 140 NM)</td>
</tr>
<tr>
<td>Transmission</td>
<td>5-Speed Manual</td>
</tr>
<tr>
<td>Fuel Efficiency</td>
<td>16.3 km/L (Diesel)</td>
</tr>
<tr>
<td>Dimensions</td>
<td>Width: 1,730 mm, Length: 4,340 mm, Height: 1,433 mm</td>
</tr>
<tr>
<td>Seating Capacity</td>
<td>5-seater</td>
</tr>
<tr>
<td>Exterior Color</td>
<td>White, Black, Blue, Red, Silver</td>
</tr>
<tr>
<td>Interior Color</td>
<td>Black, Brown, Beige, Red</td>
</tr>
</tbody>
</table>

## Additional Information

- **PROTON Customer Care**: 1800 888 390

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![PROTON Persona Image](image-url)

*Images and specifications subject to change without notice.*
The Intelligent Family Car With Head Turning Looks

Redesigned looks are matched to class-leading dynamics and ASEAN NCAP 5-star safety. It’s smarter and safer than ever with an intelligent infotainment head unit offering internet connectivity* and voice command*

Stylish Comfort & Sleek Design

PERSONA’s chrome twin and white wave grille give the 2019 PERSONA a familiar face that looks like other Proton models. New LED Daytime Running Lights™ add a bold detail to the headlamps face.

Shark Fin Antenna

Dual Tone Alloy Rims

LED DRL

Rear Spoiler

First In Class Peerless Connectivity

Inside, you’ll discover a first in class 7” Infotainment Head Unit with 4G* & Wi-Fi* connectivity. This offers connectivity options as well as voice command* functions. Figure 1 describes further includes an emergency button, a knee airbag, rear view mirror. The 2019 PERSONA is ready to challenge your expectations for family sedans.

Comforts of Practical Functionality

Everywhere in the 2019 PERSONA, you’ll find little innovations that make every drive a pleasure. From the Intelligent Entry™ to rear USB Chargers 7” Multi Info Display™ with Eco Drive Assist™, Stylish Gear Knob*, and Boundless Rear View Mirror*, you’ll always feel confident and relaxed, knowing that your comfort and convenience is always on the number one priority.

GKUI Infotainment System

Sonic Leather Seats™

Refreshed Interior

Intelligent Entry™

Push Start Button™

2 Rear USB Chargers

Electric Door Mirrors with Auto Fold Function™

Auto Headlamps*

Remote Trunk Release™

Steering Switches™

51L Boot Space

60/40 Rear Seat Fold™